

sent 5/25/2010

to 41 contacts

<Salutation> <First Name> <Last Name>
<Title>
<Company>

ESA Business Incubation Center Newsletter #1

Dear <Salutation> <Last Name>:

In August 2009 the fourth ESA Business Incubation Center (BIC) was opened in Oberpfaffenhofen, Germany. We want to inform you about the work and the progress. Therefore please find enclosed the first Newsletter of the ESA BIC Oberpfaffenhofen as well as the ESA BIC Flyer.

Please contact us for more information about establishing a location in Bavaria, Germany and the cost-free support provided by the State of Bavaria U.S. Office. We invite you to view www.bavaria.org/aerospace.php for additional information on Bavaria's leading aerospace and satellite navigation cluster. To sign up for our free quarterly newsletter "Business Bavaria", highlighting investment, business and technology news in Bavaria, please visit www.bavaria.org/newsletter.

Many best regards,

Dagmar A. Cassan
Executive Managing Director

Jan Danisman
Deputy Director - Projects

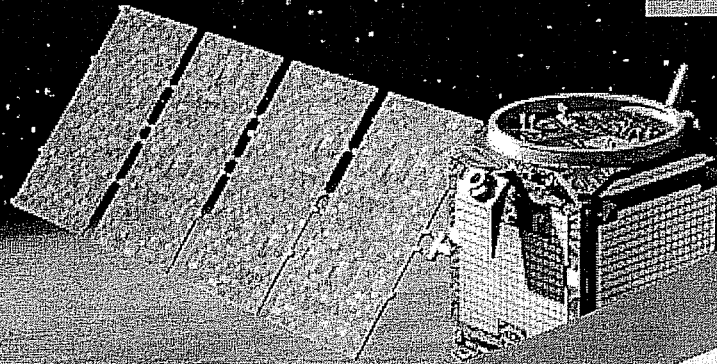
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Please feel free to forward this message to business friends and colleagues. They are invited to sign up to receive our updates in the future. To sign up to receive future updates from the State of Bavaria, please email to info@bavaria.com with the message "Add me to the distribution list" in the subject line and we will add you to our e-mailing list.



TOP STORY

ESA Business Incubation Centre (BIC) Oberpfaffenhofen

The European Space Agency (ESA), the Free State of Bavaria, the German Aerospace Center (DLR), and the local bank Kreissparkasse München Starnberg opened an ESA Business Incubation Centre (BIC) in August 2009 in Oberpfaffenhofen, near the city of Munich, Germany. Oberpfaffenhofen is the fourth ESA BIC site in Europe and is managed by Anwendungszentrum GmbH Oberpfaffenhofen (AZO).

Oberpfaffenhofen is a major hub of aerospace research, operations, and industrial activities. This area is well known for its aeronautics and space research centre. About 1,600 people work there for DLR alone in different areas, such as radar systems, communication and navigation, robotics and mechatronics, physics of the atmosphere, and much more. Before becoming an ESA BIC, AZO had already successfully aided the establishment of 38 start-up companies and created 650 new jobs in the process. At the core of the ESA BIC Oberpfaffenhofen service portfolio is its Start-Up Program, which provides up to two years of financial, technical, and networking support throughout the entire process of company foundation – from formulating an initial concept to opening for business. During the incubation phase, AZO places its comprehensive infrastructure at company founders' disposal, including state-of-the-art offices, communication equipment, and corresponding services.

So far, four start-up companies already entered incubation at the ESA Business

Incubation Centre Oberpfaffenhofen. Five more companies will join them by August. This is a great success for such a short time, and in the upcoming evaluation rounds we hope to obtain more incubatees who can benefit from the programme.



Opening of the ESA BIC Oberpfaffenhofen in 2009, © AZO

Following incubation, office space will be available to the companies at the ASTO Innovation Park. This park was planned to give aerospace companies the possibility to establish themselves at the Oberpfaffenhofen aerospace hub, near DLR. Spanning 5,500 m², the first building was finished in June 2009 and now houses the ESA BIC Oberpfaffenhofen and AZO. An additional building offering the same amount of space is already built, and another is planned. This will give the incubated companies enough space for expansion, as well as for the creation of many jobs.

Events

Internal Evaluation round for ESA BIC Oberpfaffenhofen 07 June 2010

Tender Evaluation Board 1 (TEB1) is the internal evaluation round. One representative from each ESA BIC Oberpfaffenhofen partner will evaluate the respective applicants. Technical and financial aspects will be evaluated, as well as experience and team composition. The resulting decision will determine entry to the next evaluation by ESA staff (TEB2).

ESA evaluation for all ESA BIC applicants 17 June 2010

Tender Evaluation Board 2 (TEB2) is the second, external evaluation. Only ESA staff render evaluations in this meeting all ESA BIC applicants. They will decide whether or not the applicants are suitable for incubation at one of the ESA BICs.

Networking and financial aspects coming together for start-ups July 2010

Financial aspects are some of the most interesting opportunities open to start-up companies. AZO therefore wants to inform such companies of the different financing possibilities that exist. Representatives from the ESA BIC Oberpfaffenhofen partners and from financial companies will present the options startup companies have.

ESNC – ESA Special Topic Prize

The European Satellite Navigation Competition (ESNC) is a great source of innovative ideas in virtually all industry fields. In this annual contest, applicants can compete in one of the participating partner regions and for a number of special topic prizes.

One special topic prize is from the European Space Agency (ESA). ESA's Technology Transfer Programme (TTP) aims to find new ideas for the commercial use of space technology and launch new businesses in this area in Europe. Among the innovative ideas for satellite navigation applications originating from the competition's previous years are systems that report flooding

in real-time, track carbon footprints, and provide location-based information no matter where the user currently is.

ESA will award its innovation prize to whoever comes up with the best business idea for using global navigation satellite systems. It is looking for ideas that can be implemented immediately and quickly nurtured into a profitable business with the technical and financial assistance of an ESA Business Incubation Centre. In the past, many business ideas coming from the ESNC have been successfully implemented at one of the ESA BICs. The winner of this special prize will also receive a cash award of €10,000.

Company foundations from DLR

A DLR information event about company foundation took place on the 10th of May. DLR and AZO presented lots of information about the possibilities for start-up companies and the support they can obtain.

To kick off the event, Mr Klarner and Dr Faymonville from the Technology Marketing department at DLR informed the participants about the options they have within DLR concerning company foundation. DLR's goal is to transfer technology from research institutes to the open market. That is why it runs an extensive programme for potential company founders.

The programme includes assistance in company foundation, as well as support from special programmes like the co-funding of Helmholtz-Enterprise-Fonds (HEF). This sponsorship, for example, gives DLR institutes the possibility to obtain funds to finance additional staff. DLR's support also includes educational training for en-

trepreneurs, business plan competitions, IPR assistance, and much more. All in all, start-ups receive considerable help in the early development stage from DLR, but the time comes when the companies have to strike out on their own.

The ESA Business Incubation Centre (BIC) Oberpfaffenhofen was established to provide start-up companies in the aerospace sector with financial and technical support during an incubation period of up to two years. The ESA BIC is seen as an additional programme that will continue DLR's efforts, which is why it was also introduced to the participants of the information event. About 25 attendees came to learn about the opportunities, possibilities, and options they have in founding a company. Following this excellent turnout, DLR and AZO are planning more of such events to meet the apparent demand.

ESA BIC Programme

ESA BIC Oberpfaffenhofen provides start-up companies with operational services like financial and networking support, as well as easy access to DLR and ESA technical specialists. The service package offered includes:

- Pre-seed funding and access to other sources of financing
- Access to expert engineering support from DLR, ESA, universities, and industry partners
- Access to resources such as test facilities, laboratories, and workshops at ESA, universities, and industry partners
- Hands-on assistance
- Business development support and advice
- Access to strategic partnerships and networking through AZO
- Office space and shared facilities



ESA BIC Oberpfaffenhofen, © Dippelhofer

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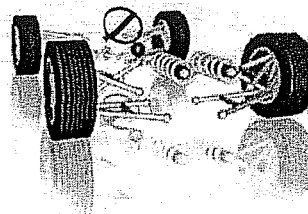
NEW STARTUPS IN THE ESA BIC OBERPFAFFENHOFEN

Modelon – since October 2009

Modelon's competence lies in computer simulation of multi-physical technical systems, especially those focused on electric and hybrid cars. The product offerings are system simulation software tools designed by Modelon and used by development engineers as well as related engineering and consulting services.

Modelon

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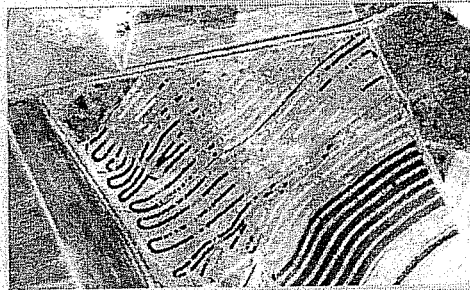
Links

www.stmwivt.bayern.de
www.esa.int
www.dlr.de
www.kskms.de
www.anwendungszentrum.de
www.esa-bic.de
www.galileo-masters.eu
www.esa.int/bic
www.esa.int/ttp

Agrista – since December 2009

Agrista's goal is to increase the amount of capital available to farmers so that the production of agricultural commodities can be increased to address the growing global food crisis.

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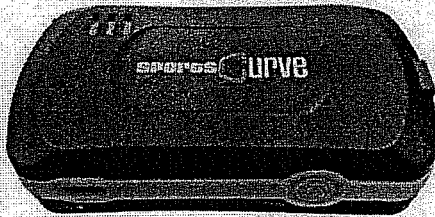
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StartUp company news

Modelon GmbH has been tasked with a number of important engineering projects in the field of electric mobility in recent months. The number of employees has accordingly increased to 14. Proposals for research projects for the development of a simulation environment for electric cars have been tendered.

Agrista GmbH: We have successfully launched our online service. We are now setting up two lead projects in South Africa for the upcoming summer season. Our plan is to make 10m € working capital available to farmers on our platform to test our project monitoring systems.

SportsCurve – since December 2009



Tracking device, © sportsCurve

Track your Life! sportsCurve provides real-time GPS tracking solutions for athletes and sporting event organizers.

Contact:
Christian Stammel
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www.sportscurve.com



SportsCurve is once again a partner of the Jeantex Tour Transalp. The biggest amateur transalp cycling event will start on 27 June in Mittenwald, Germany. Over seven days, the athletes will cycle 781.53 km to Arco, Italy. Real-time tracking will help the rescue team to optimise security and accelerate response times in case of accidents. For sportsCurve, this event represents a great opportunity to perform in remote areas of the Alps.

Aevo – since April 2010

AEVO brings advanced optimisation techniques within the reach of companies outside the space sector. Access to advanced methods and technologies puts the company in a privileged position to enable and offer efficient resource management and informed decision-making across industries and sectors.



AEVO

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Partners



Bavarian Ministry of
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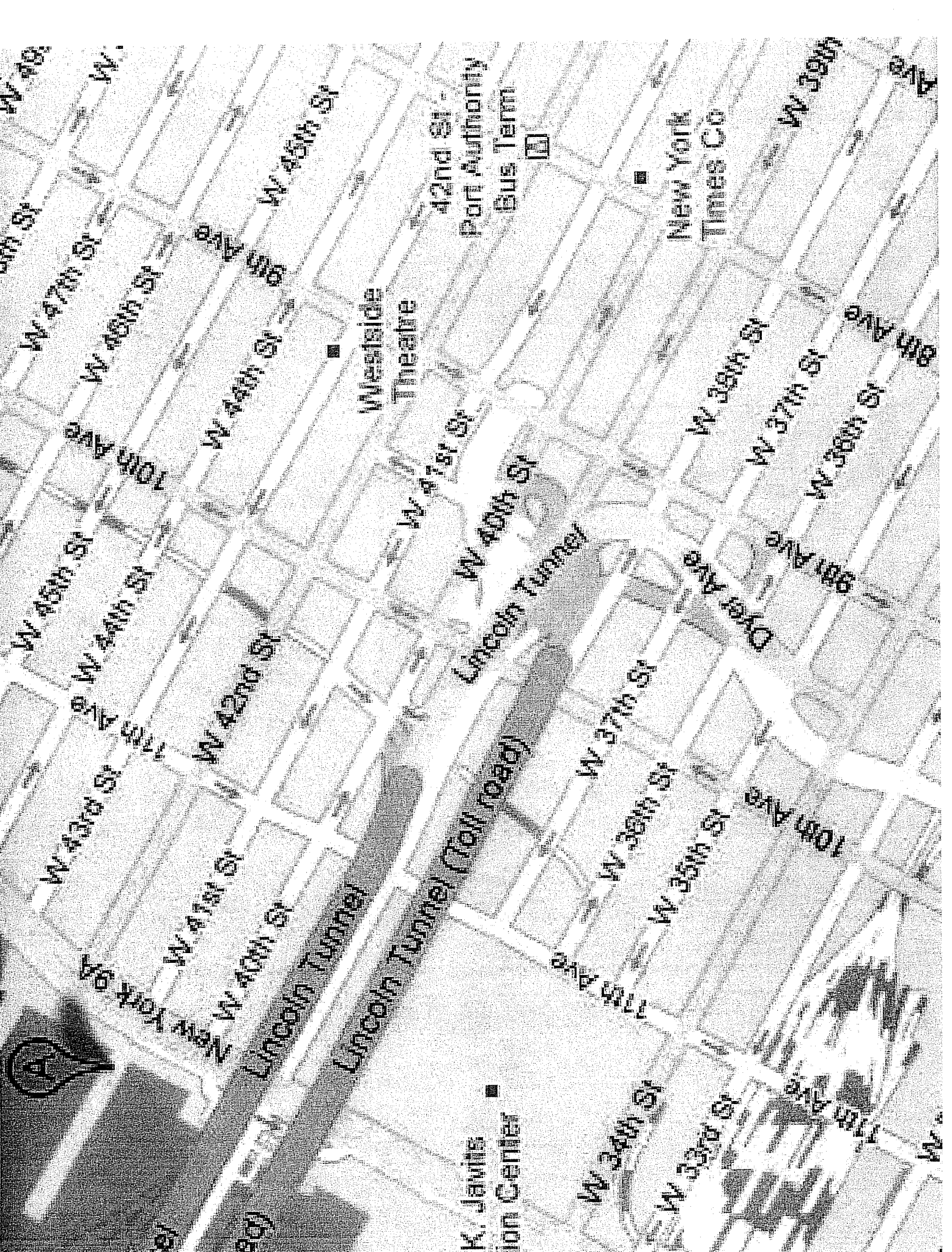
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ESA BIC Oberpfaffenhofen

Thanks to the tremendous effort of Anwendungszentrum GmbH Oberpfaffenhofen (AZO) the fourth ESA Business Incubation Centre was opened with four partners: the European Space Agency (ESA), the Free State of Bavaria, the German Aerospace Center (DLR), and the local bank Kreissparkasse München Starnberg. Oberpfaffenhofen is a major hub of aerospace research, operations, and industrial activities near the city of Munich, Germany. This area is well known for its aeronautics and space research centre.

AZO was founded with the intention of supporting start-up companies from DLR. However, DLR's foundations have not been the only firms enjoying AZO's support over the years: Since 2002, AZO has helped 38 start-up companies establish a solid basis – and created 650 new jobs in the process. Only two supported companies no longer exist. AZO has a wealth of experience in incubation procedures and assisting founders with their new companies.

At the core of the ESA BIC Oberpfaffenhofen service portfolio is its StartUp Programme, which provides up to two years of financial, technical, and networking support throughout the entire process of company foundation – from formulating an initial concept to opening for business. During the incubation phase, AZO places its comprehensive infrastruc-

ture at company founders' disposal, including state-of-the-art offices, communication equipment, and corresponding services. The financial support includes both an incentive scheme and an optional loan. Meanwhile, DLR provides technical support and expertise in different fields. Last but not least, AZO has a great network for finding solutions to virtually any question regarding company foundation.

Be a part of a new business dimension

The ESA BIC Oberpfaffenhofen provides start-up companies operational services, like financial and networking support and easy access to DLR's and ESA's technical specialists. The service package offered includes:

- Pre-seed funding & access to other sources of finance
- Access to expert engineering support from DLR, ESA, universities and industry
- Access to resources such as test facilities, laboratories and workshops in ESA, universities and industry
- "Hands-on" assistance
- Business development support and advice
- Access to strategic partnership and networking by AZO
- Office space and shared facilities



ANWENDUNGSZENTRUM
Oberpfaffenhofen

How can we help you?

Entrepreneurs

Contact us if you have an innovative idea or a business plan based on using a space technology or system in a non-space environment. If you are ready for commercial development, submit your proposal to join ESA Business Incubation Centre Oberpfaffenhofen.

Space companies

Contact us to outsource the spin-off initiatives of your employees in an innovative win-win scheme.

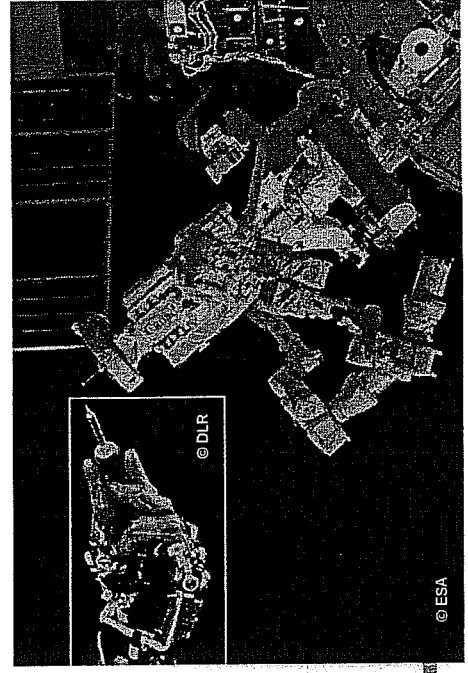
Research Centres and Universities

Encourage your staff to set up their own companies to bring leading-edge research to the marketplace via ESA Business Incubation.

Full details on how to become an incubatee within one of the ESA BICs and the application procedures can be found on the following websites.

www.esa-bic.de
www.esa.int/ttp
www.esa.int/bic

We look forward to hearing from you!



Partners



The Bavarian Ministry of Economic Affairs supports high-tech start-ups with, for example, its business plan competitions in Northern and Southern Bavaria aimed at corporate planning and financing as well as by means of targeted funding programs, incubators and investment capital through Bayern Kapital GmbH.

www.esa-intl.mv.bayern.de



The European Space Agency (ESA) is Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world.

www.esa.int



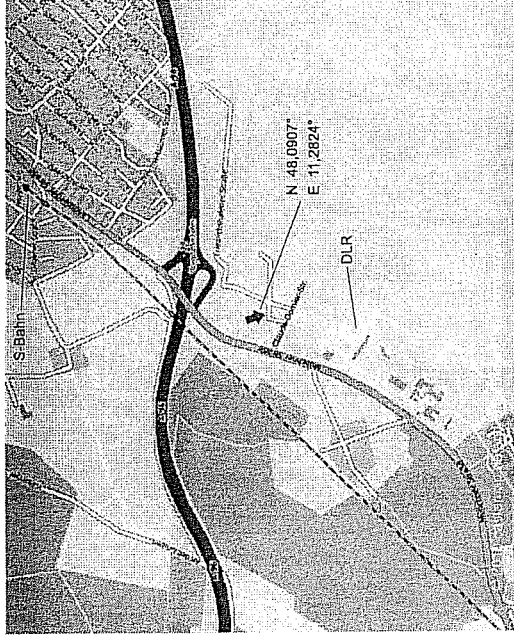
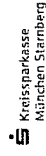
DLR is Germany's national research centre for aeronautics and space. Its extensive research and development work in aeronautics, space, transportation and energy is integrated into national and international cooperative ventures.

www.dlr.de



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www.kstarn.de



From Munich, take the A96 towards Lindau and exit at the Oberpfaffenhofen interchange (Gilching, Wessling, Herrsching). Then turn left towards Wessling / Herrsching. At the second light, turn left again into Claude-Dornier-Str. towards Sonderflughafen Oberpfaffenhofen. Proceed straight ahead and enter the roundabout, taking the left exit and continuing straight ahead, past the entrance to RUAG. Friedrichshafener Str. 1 is on the left side.

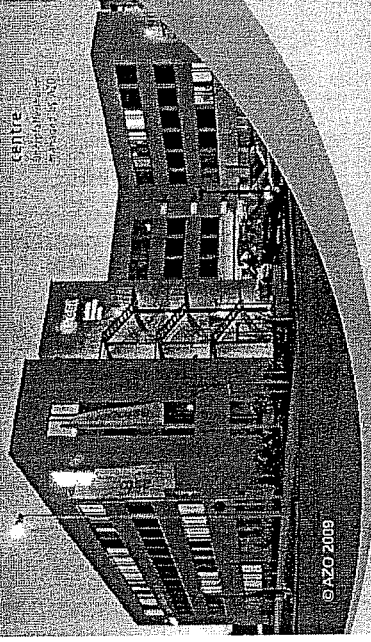
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ESA BIC Oberpfaffenhofen – managed by AZO



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Located in Oberpfaffenhofen,
Germany (near Munich)

40 new start-ups by 2013

Startup Programme includes up to
two years of financial, technical
and networking support